

Amendments to the Claims

Please amend claims 1, 10, 17 and 20. Please cancel claims 3 and 4. Please add new claims 23 and 24. The Claim Listing below will replace all prior versions of the claims in the application:

Claim Listing

1. (Currently amended) A system for targeting content to network devices over a data network, comprising:
 - a profile store that stores user profiles for plural network devices, each user profile including user and device addressing information;
 - the profile store storing a group profile that includes attributes for targeting content;
 - a content store for storing content that is associated with the group profile;
 - a bulk data transfer manager that has access to the content store;
 - a system manager matching the user profiles to the group profile to target the content to one or more of the plural network devices;
 - the system manager generating individual scheduling messages for the targeted network devices from the device addressing information of the matched user profiles, the messages scheduling download and activation of the content, each of the scheduling messages containing data that identifies the content to be downloaded to a targeted network device, each of the scheduling messages further containing data that schedules activation of the downloaded content at a time subsequent to content download in a manner free of user intervention; and
 - the system manager scheduling content download by initiating delivery of the scheduling messages to the targeted network devices in advance of content activation to cause the targeted network devices to download and activate the content according to the scheduling messages;

at each of the targeted network devices, a system agent and a bulk data transfer agent executing in the targeted network device, the system agent receiving one of the scheduling messages delivered from the system manager;

in response to receiving the scheduling message, the system agent automatically directing the bulk data transfer agent to establish a connection to the bulk data transfer manager and to download the content identified in the scheduling message;

the bulk data transfer agent initiating a connection to the bulk data transfer manager and requesting the content identified in the scheduling message;

the bulk data transfer manager downloading the requested content from the content store to the bulk data transfer agent; and

the system agent activating the downloaded content free of user intervention at a time subsequent to content download according to the data that schedules activation of the content in the scheduling message.

2. (Canceled)
3. (Canceled)
4. (Canceled)
5. (Original) A system as recited in Claim 1, further comprising a management console that provides an interface for an advertiser to identify content for deployment on the network devices and group profile information to which the content is to be sent.
6. (Original) A system as recited in Claim 1, further comprising:
 - a logging agent executing on the network device for gathering user information, the gathered user information being stored as user profile information associated with the network device.

7. (Original) A system as recited in Claim 1, wherein the content is displayed on a television display device of the targeted network devices based on activation criteria.
8. (Original) A system as recited in Claim 1, further comprising a promotion notification agent executing on the network device; wherein the downloaded content is activated in response to an event.
9. (Previously presented) A system as recited in Claim 8, wherein the event is defined in response to a selected channel for a television display device.
10. (Currently amended) A method for targeting content to network devices over a data network, comprising:
 - storing user profiles for plural network devices, each user profile including user and device addressing information;
 - storing a group profile that includes attributes for targeting content;
 - matching the user profiles to the group profile to target the content to one or more of the plural devices;
 - generating individual scheduling messages for the targeted network devices from the device addressing information of the matched user profiles, the messages scheduling download and activation of the content, each of the scheduling messages containing data that identifies the content to be downloaded to a targeted network device, each of the scheduling messages further containing data that schedules activation of the downloaded content at a time subsequent to content download in a manner free of user intervention; and
 - scheduling content download by initiating delivery of the scheduling messages to the targeted network devices in advance of content activation to cause the targeted network devices to download and activate the content according to the scheduling messages;
 - receiving one of the delivered scheduling messages;

in response to receiving the scheduling message, automatically establishing a connection in order to download the content targeted in the received scheduling message;

requesting the content identified in the scheduling message;

downloading the requested content; and

activating the downloaded content free of user intervention at a time

subsequent to content download according to the data that schedules activation of the content in the scheduling message.

11. (Canceled)
12. (Previously presented) A method as recited in Claim 10, further comprising:
 - a bulk data transfer manager accessing a content store; and
 - a bulk data transfer agent requesting the content from the bulk data transfer manager.
13. (Original) A method as recited in Claim 10, further comprising providing an interface for an advertiser to identify group profile information to which the content is to be sent.
14. (Original) A method as recited in Claim 10, further comprising:
 - gathering user information on the network device; and
 - storing the user information as user profile information associated with the network device.
15. (Original) A method as recited in Claim 10, further comprising displaying the content on a television display device of the targeted network devices based on activation criteria.
16. (Original) A method as recited in Claim 10, further comprising displaying the content on a television display device of the targeted network devices in response to detection of an advertiser specified event.

17. (Currently amended) The system of claim 1 wherein the individual scheduling messages schedule activation of the downloaded content at a predetermined date and time subsequent to content download free of user intervention.
18. (Previously presented) The system of claim 1 wherein the individual scheduling messages schedule activation of the downloaded content in response to an event.
19. (Previously presented) The system of claim 1 wherein the individual scheduling messages schedule activation of the downloaded content in response to a start message from the system manager.
20. (Currently amended) The method of claim 10 wherein the individual scheduling messages schedule activation of the downloaded content at a predetermined date and time subsequent to content download free of user intervention.
21. (Previously presented) The method of claim 10 wherein the individual scheduling messages schedule activation of the downloaded content in response to an event.
22. (Previously presented) The method of claim 10 wherein the individual scheduling messages schedule activation of the downloaded content in response to a start message.
23. (New) The system of claim 1 wherein the scheduling messages are initially delivered at a time when bandwidth utilization is expected to be minimal.
24. (New) The method of claim 10 wherein the scheduling messages are initially delivered at a time when bandwidth utilization is expected to be minimal.